ACCOUNT SPECIFIC MARKETING/SELLING STRATEGIES

- ASM OVERVIEW (30 Minutes)

- PROFIT SELLING VS RDA'S (15 Minutes)

51854 3677

Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ASM OBJECTIVE

- TO MAKE SURE WE TARGET THE RIGHT BRANDS, THE RIGHT PROMOTION AND THE RIGHT MERCHANDISING PROGRAMS IN THE RIGHT STORES AT THE RIGHT TIME.

  - ASM CONCEPT HAS BEEN A PROVEN SUCCESS.

  - AS A COMPANY, WE BEGAN THIS JOURNEY IN 1991 AND WE MUST STAY AND/OR GET BACK ON TRACK.

  - YOU ARE THE KEY DECISION MAKER.

  - WE'LL PROVIDE YOU WITH THE SUPPORT YOU'LL NEED TO BE BETTER INFORMED AND TO BETTER MANAGE YOUR BUSINESS.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

COMPANY STRATEGIES/OBJECTIVES

- $1.4 BILLION BUC
- HOLD/GROW RJRT SOM

HOW?

1) ALLOCATE PROMOTIONAL RESOURCES TO:

CAMEL
SELECT

2) DEFEND REMAINING BRANDS

- DIRECT MARKETING
- CO-MARKETING ACCURAL FUND

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

BRAND STRATEGIES

CAMEL - GROW CAMEL SOFP +.5

CAMEL IS PRIMARILY TRIAL/CONVERSION AND SHOULD BE PROMOTED WHERE THERE IS:

- CAMEL GROWTH
- MARLBORO DEVELOPMENT
- CAMEL PROMOTION RESPONSIVENESS

SECONDARY: VOLUME PROTECTION

- DEFEND FRANCHISE

WINSTON:

FOCUS ON SELECT - +1.1 SHARE OF MARKET

SELECT IS PRIMARILY TRIAL/CONVERSION AND SHOULD BE PROMOTED AGAINST 21-34 ADULT MARLBORO SMOKERS.

REMAINING WINSTON FRANCHISE SHOULD BE VOLUME PROTECTION.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ASM

FACTORS THAT DETERMINE PROMOTIONAL ACTIVITIES AT RETAIL:

1) COMPANY/BRAND STRATEGIES

2) RETAIL CALL DEMOGRAPHIC

3) COMPETITIVE SALES

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ACCOUNT SPECIFIC MARKETING

- IN AN AVERAGE CONVENIENCE STORE WE WILL ONLY SUPPORT TWO BRANDS. THERE ARE EXCEPTIONS.

EXAMPLE: AVERAGE CONVENIENCE STORE SELLS 150 CARTONS:

* 50 CARTONS ARE SAVINGS
* 50 CARTONS ARE MARLBORO
* 50 CARTONS LEFT, OF WHICH, RJR HAS 30.

HOW MUCH RESOURCE (LABOR AND PROMOTION) DO YOU WANT TO ALLOCATE?

EXCEPTION: IN HIGH VOLUME CONVENIENCE STORES WE CAN SUPPORT MORE THAN TWO BRANDS BECAUSE THE VOLUME WARRANTS IT.

51854 3682

Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ACCOUNT SPECIFIC MARKETING

- **NICHE BRANDS (VANTAGE,MORE,NOW)**

  - PRIMARY SUPPORT FOR NICHE BRANDS WILL OCCUR IN HIGH VOLUME CARTON OUTLETS SKEWED TOWARDS CARTON COUPON/VPR, NOT PACKAGE PREMIUMS.

  - IN SELECTED GEOGRAPHICAL AREAS, SALEM MAY BECOME THE #1 OR #2 PRIORITY BRAND AND SHOULD BE TREATED AS SUCH.

  EXAMPLE: WASHINGTON METRO, NORFOLK.

- **OPPORTUNISTIC PROGRAMS**

  - DO NOT DRIVE PREMIUMS IN STORES WHERE THEY DON'T BELONG. WE MUST CHANGE OUR THOUGHT PROCESS ON WHERE WE PUT OPPORTUNISTIC PREMIUMS IN THE DIVISION.

  - ACCURAL PROGRAM SHOULD NOT BE LAYERED OVER WORK PLAN PROMOTIONS.

  - WE CREATE OUR OWN CLUTTER, WE MUST CUT THROUGH THE CLUTTER AND BILLBOARD OUR PROMOTIONS WHETHER CARTON OR PACK. USE PROMOTION SPECIFIC POS.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ACCOUNT SPECIFIC MARKETING

- WE SHOULD NOT DRIVE PREMIUMS IN OVERDEVELOPED SAVINGS CALLS. OBVIOUSLY, THESE ARE PRICE SENSITIVE OUTLETS.

- WHAT PERMANENT PLATFORMS SHOULD WE UTILIZE/CONTRACT IN THESE ISOLATED OUTLETS?

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ACCOUNT SPECIFIC MARKETING

- ASM IS THE MOST IMPORTANT PROJECT IN THE WASHINGTON REGION IN 1994.

  - DIVISION MEETINGS WILL BE SCHEDULED/ CONDUCTED DURING FEB/MARCH '94.

  - THIS MEETING WILL PROVIDE YOU WITH A THOROUGH UNDERSTANDING AND CONSISTANCY IN APPLYING THE ASM STRATEGIES/GUIDELINES IN ALL RETAIL CALLS THROUGHOUT OUR REGION.

  - EFFECTIVE USAGE OF ASM STRATEGIES WILL ENABLE US TO ACHIEVE OUR REGION/COMPANY PROFIT OBJECTIVES.

  - 1994 MUST BE THE YEAR OF "EARNINGS", "EARNINGS", "EARNINGS" FOR YOU AND OUR COMPANY.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

ACCOUNT SPECIFIC MARKETING

- WHY DO WE NEED INDICATORS?

- WHY DO WE NEED REGIONAL STANDARDS/ GUIDELINES?

- IF INDICATORS ARE ACCURATE, HOW WILL IT BENEFIT/WORK FOR US?

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

PACK PROMOTIONS

IDENTIFY BRAND RANKING (S) (SUPPORT #1 & 2 BRANDS)

CAMEL

RANK

1&2 T/C PREMIUMS
BSGSF

2 V/P COUPONS/VPR'S
BSGSF

3 V/P COUPONS/VPR

WINSTON

RANK

1&2 T/C* SELECT
PREMIUMS
BSGSF

1&2 V/P COUPONS/VPR'S
BSGSF

3 V/P COUPON/VPR'S

SALEM

RANK

1 T/C PREMIUMS (21-34 AGE GROUP)
BSGSF

1&2 V/P COUPONS/VPR'S
BSGSF

3 V/P COUPON/VPR'S

VANTAGE

RANK

1&2 T/C* PREMIUMS
BSGSF

1 COUPONS/VPR'S
BSGSF

2 COUPONS/VPR'S

MORE

RANK

1 T/C PREMIUMS

2 COUPONS/VPR'S

NOW

RANK

1 T/C PREMIUMS

2 COUPONS/VPR'S

* ONLY IN CAMEL T/C CALLS

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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

CARTON PROMOTIONS

IDENTIFY BRAND RANKING (S) (SUPPORT BASED ON RANKING/STORE VOLUME)

CAMEL

RANK

1 PREMIUMS
BSGSF

2 COUPONS/VPR'S

WINSTON

RANK

1&2 COUPONS/VPR'S
BSGSF

3 COUPONS/VPR'S

SALEM

RANK

1 COUPONS/VPR'S

VANTAGE

RANK

1 COUPONS/VPR'S

NOW/MORE

RANK

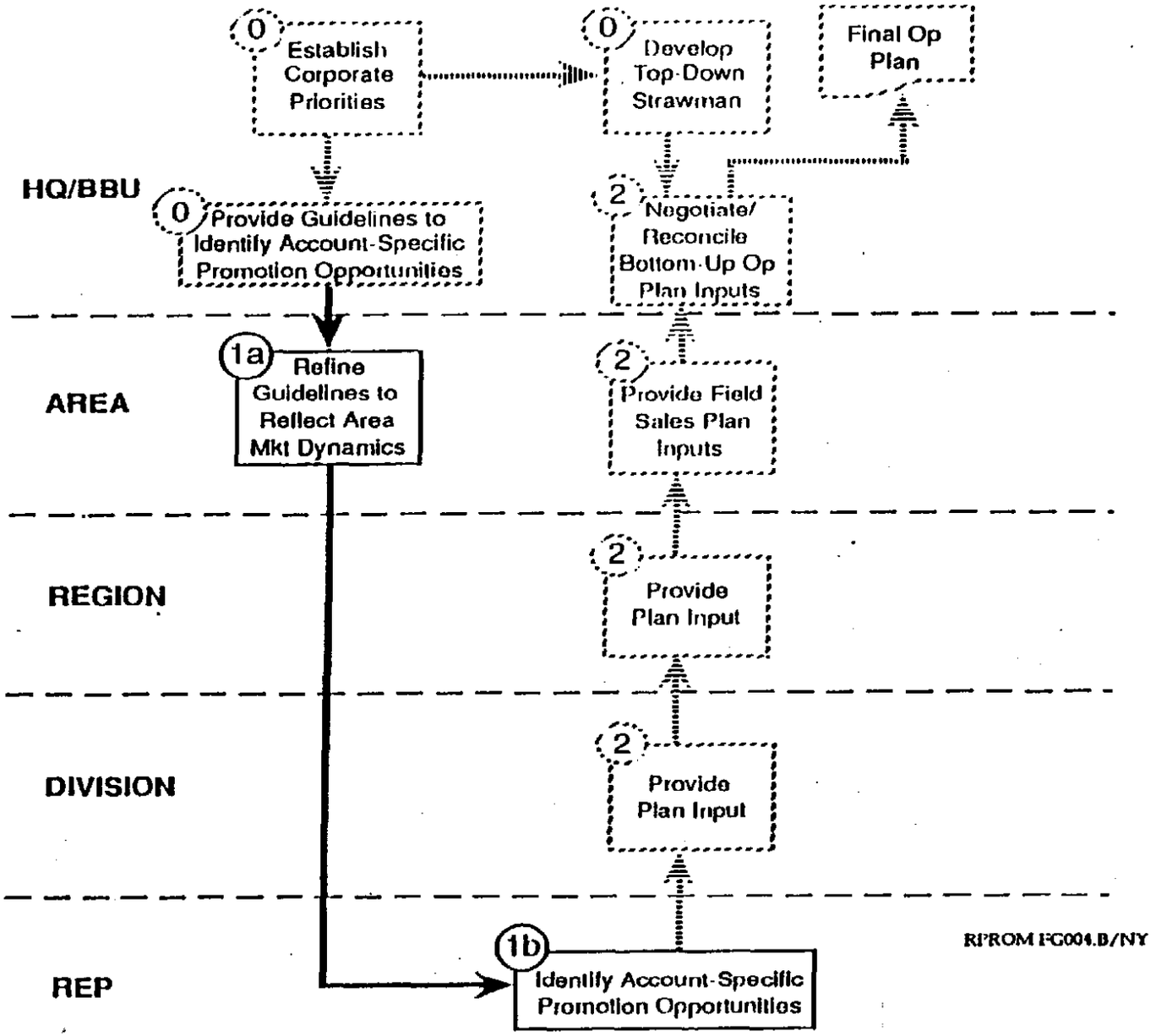
1 COUPONS/VPR'S

3

51854 3688

Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

IDENTIFY ACCOUNT-SPECIFIC PROMOTION OPPORTUNITIES



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Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000

PROMOTIONAL STRATEGIES

1) TRIAL AND CONVERSION: "OFFENCE"

2) VOLUME PROTECTION: "DEFENSE"

51854 3690

Source: https://www.industrydocuments.ucsf.edu/docs/jkjn0000